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**Align Technology is Awarded for Excellence in Medical Design and Manufacturing**

*Align and Invisalign® Win Industry Awards*

Santa Clara, Calif., March 12, 2002 – Align Technology, Inc. (Nasdaq: ALGN), the inventor of Invisalign®, a method of straightening teeth without wires and brackets, today announced that it has recently received two key industry awards for the design and production of Invisalign.

The first award, presented by Canon Communications LLC, is the 2002 Medical Design Excellence Award (MDEA) awarded to Align for Invisalign - a method of straightening teeth that employs the Company's computer-based, three-dimensional clinical model of treatment and clear, removable Aligners that gradually move teeth to a desired final position. The MDEA contest is the only awards program devoted exclusively to recognizing contributions and advances in the design of medical products. MDEA-winning products excel in the areas of product innovation, design and engineering excellence, end-user and patient benefits, and cost-effectiveness in manufacturing and healthcare delivery. Align's Invisalign is one of only three MDEA winners selected for excellence in the 2002 Dental Instruments, Equipment and Supplies category.

The second award is the 2001 3D Systems North American Stereolithography Excellence Award, presented to Align for its innovative use of stereolithography technology in the

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manufacturing of Invisalign. Align uses stereolithography technology, and machines manufactured by 3D Systems, to create Invisalign Aligners from digital input. Each year 3D Systems Corporation Users Group organization presents the Excellence Awards for the most outstanding work in stereolithography. This year the grand winner is Align Technology.

"Align employees are dedicated to finding ways of using technology to mass-produce a customized product that is clinically compelling and profitable for doctors to use, and desirable for consumers to wear. These awards are evidence of our employees' efforts, and I'm pleased to see Invisalign get recognition from both the medical and technology communities," said Zia Chishti, chief executive officer at Align Technology, Inc.

#### About Align Technology, Inc.

Align Technology designs, manufactures and markets Invisalign, a proprietary method for treating malocclusion, or the misalignment of teeth. Invisalign corrects malocclusion using a series of clear, comfortable and removable appliances that gently move teeth to a desired final position. Because it does not rely on the use of metal or ceramic brackets and wires, Invisalign significantly reduces aesthetic and other limitations associated with braces. Invisalign is appropriate for treating adults and older teens. Align Technology was founded in March 1997 and received FDA clearance to market Invisalign in 1998.

To learn more about Invisalign or to find a certified Invisalign doctor, please visit [www.invisalign.com](http://www.invisalign.com) or call 1-800-INVISIBLE.

*This release may contain forward-looking statements based on Align Technology's current expectations. These forward-looking statements involve risks and uncertainties. A number of important factors could cause actual results to differ materially from those in the forward-looking statements. These factors include Align Technology's ability to achieve profitability, the adoption by orthodontists, dentists and consumers of Invisalign, Align Technology's successful enforcement of its intellectual property and avoidance of infringement on third party patents, Align Technology's ability to establish and maintain reliable, high-volume manufacturing capacity in the U.S. and internationally, Align Technology's ability to manage its significant growth and retain its key personnel, and Align Technology's ability to achieve cost-savings in manufacturing and to increase manufacturing efficiencies. These factors, as well as other factors that could cause actual results to differ materially, are discussed in more detail in Align Technology's Annual Report on Form 10-K, as well as other reports and documents filed from time to time with the Securities and Exchange Commission.*

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February 28, 2002

**Presented by**

CANON COMMUNICATIONS LLC  
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**Sponsored by**

Medical Device & Diagnostic Industry  
Magazine

Ms. Mitra Derakhshan  
Align Technology  
881 Martin Ave  
Santa Clara, CA 95050

Dear Ms. Derakhshan,

Congratulations! I am pleased to inform you that your product, the Invisalign, has been selected as a winner in the 2002 Medical Design Excellence Awards competition.

The entries submitted to this year's competition were of an extremely high caliber. As a winner, you are invited to attend the awards ceremony June 5, 2002, at the Medical Design & Manufacturing (MD&M) East 2002 Conference and Exposition, at the Jacob K. Javits Convention Center in New York City, where your product will be honored. You will be receiving further information about the ceremony, as well as an invitation to attend, over the next few months.

In conjunction with the awards ceremony, your product will be on display at the MDEA booth throughout the MD&M East exposition, June 4-6, 2002. If your product was sent as part of your entry, do not send it again unless requested to do so. We will be keeping your product to display at the show and returning it to you in late June. If you have not previously sent your product—and it weighs less than 20 lbs. and measures less than 8 cubic ft—please send it to:

Kunal Gorakshakar  
MDEA Operations Coordinator  
Canon Communications LLC  
11444 W. Olympic Blvd.  
Los Angeles, CA 90064

If your product does not conform to the above specifications, please call Kunal Gorakshakar, MDEA operations coordinator (310/996-9410) to discuss the best way of representing your product. To confirm that your product will be displayed in the MDEA booth, your product must be received by (May 1<sup>st</sup>). We would also appreciate it if you would send 25 information sheets describing your product, to the above address, to be placed in the booth for interested attendees to pick up.

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Winning an MDEA award offers a wealth of opportunities for your company and its product to gain positive exposure and name recognition. CANON COMMUNICATIONS LLC will initiate that exposure by sending an announcement of the winners to its press list and to Business Wire. Stories will also appear on the Medical Design Excellence Awards Web site (<http://www.mdeawards.com>) and on the Medical Device Link Web site (<http://www.devicelink.com>).

News and feature stories about the finalists will appear in forthcoming issues of such CANON magazines as *Medical Device & Diagnostic Industry*, *IVD Technology*, *MX*, *Business Strategies for Medical Technology Executives*, and *Pharmaceutical & Medical Packaging News*. Canon's coverage of the awards will continue through the announcement of the silver and gold winners in June — and beyond. We encourage you to work with CANON editors and writers by providing timely access to company and supplier sources who can offer detailed information about your product.

Please look through the enclosed "Winner's Kit" to get an idea of all of the PR opportunities in store for you. You do not need to wait until the announcement of your winning status to start receiving recognition for your accomplishment.

On behalf of Cannon Communications, let me again offer my congratulations on your outstanding accomplishment. Your achievement is important not only because of the recognition it brings your company, but also because it enables the MDEA program to fulfill its goal of rewarding excellence in medical product design and manufacturing. We look forward to working with you in the coming months to help you make the most of this honor.

Sincerely,

  
Steve Halasey  
Associate Editorial Director  
Canon Communications LLC

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ALN122020



Tuesday 19th March 2002

## Wireless & Bracketless Appliance Company Scoop Awards

Align Technology, inventor of Invisalign - the method of straightening teeth without wires and brackets, announced that it has recently received 2 key industry awards for the design and production of Invisalign, reports *E-Dental*.

The first award, presented by Canon Communications LLC was the 2002 Medical Design Excellence Award (MDEA) awarded to Align for Invisalign. The MDEA contest is the only awards program devoted exclusively to recognising contributions and advances in the design of medical products. Invisalign is one of only three MDEA winners selected for excellence in the 2002 Dental Instruments, Equipment and Supplies category.

The second award is the 2001 3D Systems North American Stereolithography Excellence Award, presented to Align for its use of stereolithography technology in the manufacture of Invisalign. The company uses this technology to create the aligners from digital output.

Zia Chishti, Chief Executive Officer at Align Technology Inc, said, 'Align employees are dedicated to finding ways of using technology to mass-produce a customised product that is clinically compelling and profitable for doctors to use, and desirable for consumers to wear. Awards are evidence of our employees' efforts, and I'm pleased to see Invisalign get recognition from both the medical and technology communities.'

**Print Article**

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# CANON COMMUNICATIONS LLC

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## The Canon Communications Story

Welcome to Canon Communications LLC, the leading publisher, trade show producer, and digital media company for the medical manufacturing, general design, microelectronics, pharmaceutical, and packaging industries. In addition to 16 trade magazines and 18 national and international trade shows, Canon Communications produces industry directories, medical device engineering and design awards, and comprehensive Internet sites.

Founded in 1978, Canon Communications has grown from a one-magazine publishing firm to a diversified multimedia communications company. While the company continues to grow and steadily expand its scope of markets, Canon remains committed to providing the most relevant, vital information to professionals in all areas of the complex industries it serves.

Canon publishes the following magazines:

- [Compliance Engineering](#)
- [Cosmetic/Personal Care Packaging](#)
- [European Medical Device Manufacturer](#)
- [IMM Almanac](#)
- [Injection Molding Magazine](#)
- [IVD Technology](#)
- [Medical Device and Diagnostic Industry](#)
- [Modern Plastics Worldwide](#)
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- [Medical Electronics Manufacturing](#)
- [Medical Product Manufacturing News](#)
- [MICRO Magazine](#)
- [MX](#)
- [Nutritional Outlook](#)
- [Pharmaceutical and Medical Packaging News](#)
- [Plastics Machinery & Auxiliaries](#)

These publications are the authoritative sources of information in their respective industries. The magazines cover specialized domains within the industries, offering unique insight and providing qualified readers with the latest news, innovations, and market trends.

Expanding on the services its publications offer, Canon produces a number of conferences and expositions where

professionals in the industry can meet with their colleagues from around the world.

In the design, manufacturing, and medical technology community, Canon's Trade Show Division produces the following trade shows:

Medical Design & Manufacturing® (MD&M) East  
(New York)

Medical Design & Manufacturing® (MD&M) Minneapolis

Medical Design & Manufacturing® (MD&M) West  
(Anaheim)

MEDTEC® (Europe)

MEDTEC® Ireland

Atlantic Design & Manufacturing® (New York)

Pacific Design & Manufacturing® (Anaheim)

OEM New England™

Design & Manufacturing South™ (Atlanta)

PLASTEC® East (New York)

PLASTEC® New England Pavilion (Worcester, MA)

PLASTEC® South (Atlanta)

PLASTEC® West (Anaheim)

Electronics West (Anaheim)

EastPack® (New York)

MidPak™ (Minneapolis)

SouthPack® (Atlanta)

WestPack® (Anaheim)

Canon's conferences and expositions provide opportunities for suppliers and manufacturers to engage in product sourcing activity and share information on a personal basis.

Canon's Digital Media Division produces a number of important industry-focused Web sites. Among these, and adding significantly to our comprehensive coverage of the world of medical manufacturing is Medical DeviceLink (MDL), Canon's platform website for the medical device industry. MDL offers compelling content including articles from all of Canon's medical magazines as well as many web-only features. In addition to news and analysis of relevant industry and regulatory topics, MDL contains subject-based bulletin boards, links to industry resources, searchable directories of companies involved in all aspects of the medical technology field, and the MDL CareerCenter. Canon also produces Ce-Mag.com, a one-stop information resource for EMI professionals interested in finding EMI/EMC products and services, and Injection Molding Magazine's IMMnet and IMMBookClub, which offers the world's largest collection of books, software, videos, CD/ROMS, and training programs for the injection molding industry.

Canon Communications will grow with the markets it covers, providing readers with vital information for business solutions. With its solid base and commitment to expansion, Canon will continue to offer the most comprehensive coverage and ensure its position as the leading publisher in the industries it serves.

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